

The Role Of Visual Basic® In Rightsizing

**Bob McDowell
Vice President
Microsoft Consulting Services
Microsoft Corporation**

“The most probable assumption is that no currently working business theory will be valid 10 years hence.”

Peter Drucker

**“Technology is currently
changing the economics
and the business
environment in banking
and many other lines of
business...”**

**Ernst & Young
Special Report on Technology in
Banking**

“...The information age is evolving into a second era. Organizations that do not make this transition will fail. They will become irrelevant or cease to exist.”

Paradigm Shift
Don Tapscott and Art Caston

Evolution

'80

Personal computers

Personal tools > more tasks
completed

S

'70

Minicomputers

Departmental reporting > more
structured info.

S

'60

Mainframe computers

Enterprise data manipulation > more
data

S

Result

Doing more of
what
we were already
doing... ***but faster***

Evolution

'90 **Networked distributed computing**
S Enterprise info. access > process reengineering

The '90s And Beyond

- Rethinking the computer
- Global information access
- Rethinking the business



Evolving Management Issues

- Competitiveness
- IT's strategic role
- Management responsibility
- Human resources
- Right technology, well-timed



**Information
Technology
In Creative Hands
Can Generate
Competitive Advantage**

Information Technology Is An Investment Not Just A Cost



Senior Management Involvement Is No Longer An Option



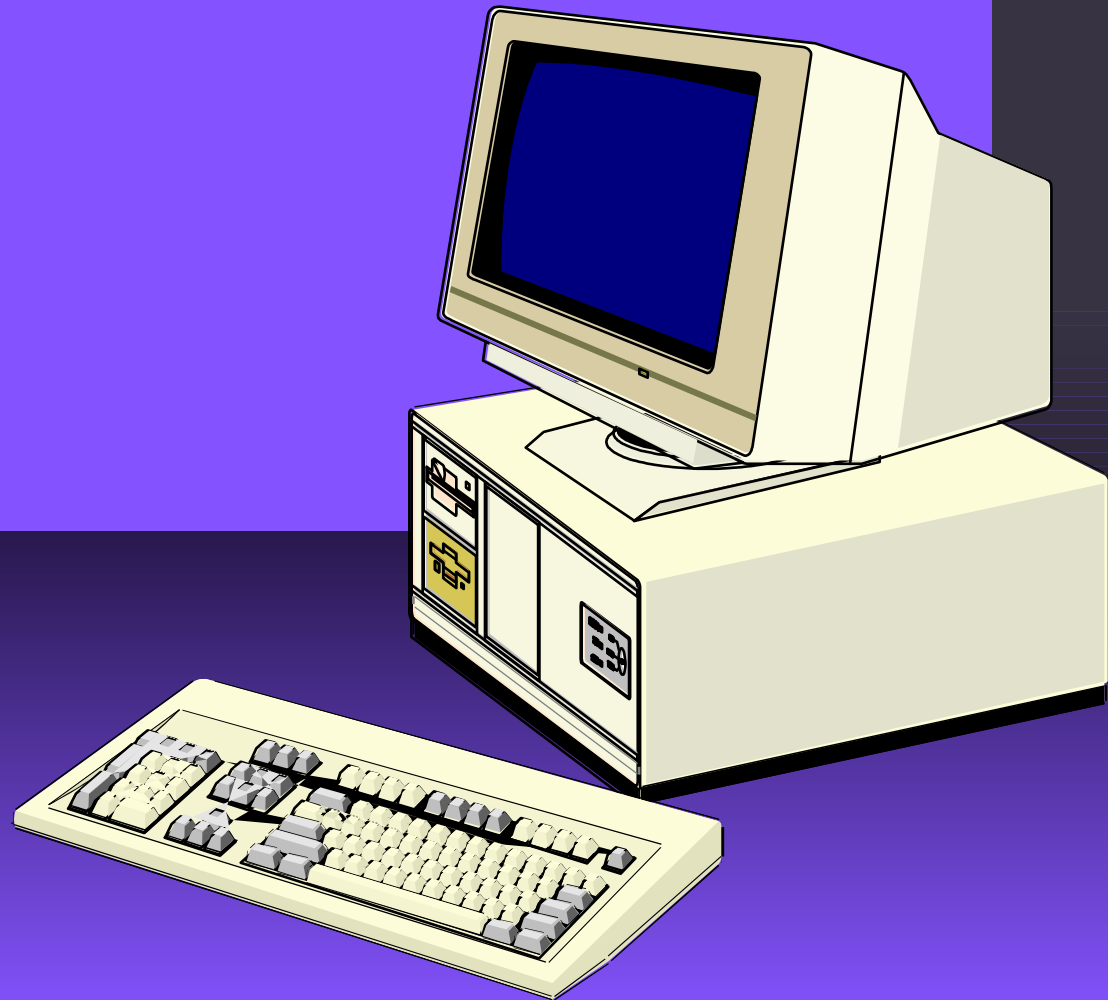
People Require Support To Utilize IT Effectively



Benefits From Investments In Technology Must Be Measured Carefully



Desktop Technology Is Driving The Change



Why Desktop Development Is Driving This Change

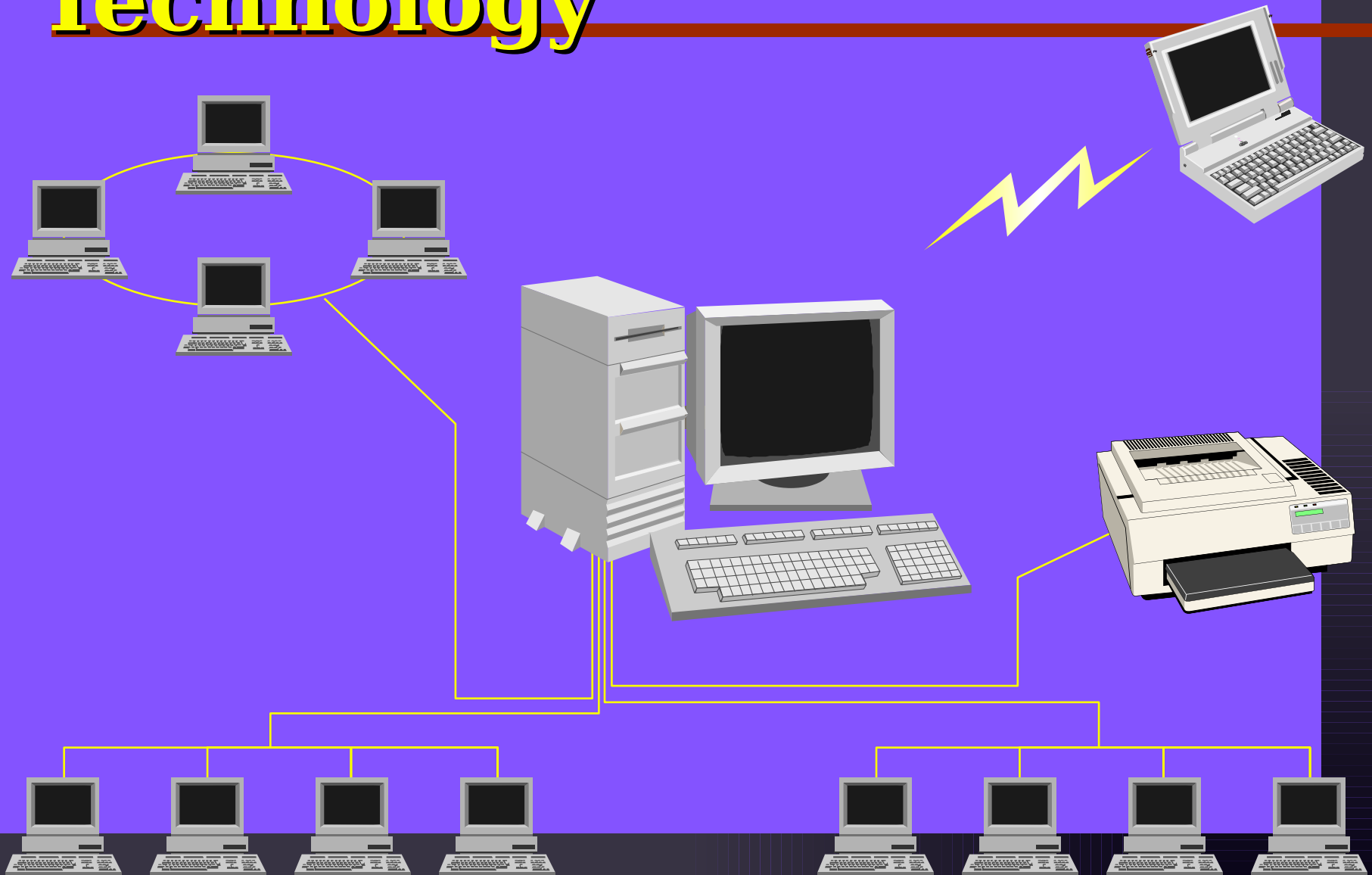
- ❑ **Momentum of WindowsTM**
- ❑ **Maturing network technologies**
- ❑ **Windows-based application momentum**
- ❑ **Costs driving down**

Momentum Of Windows

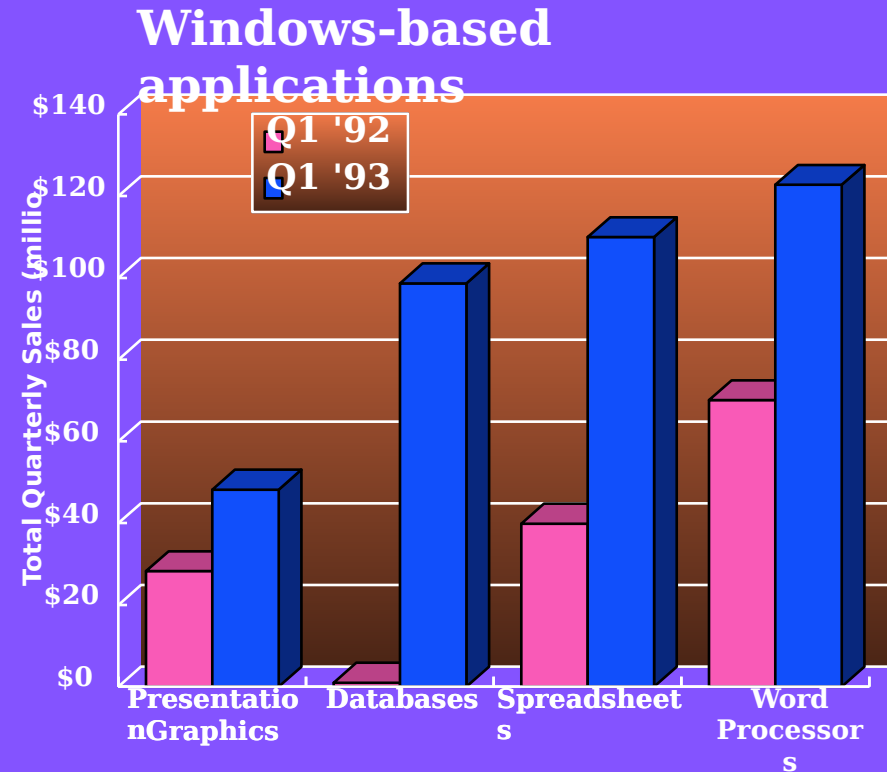
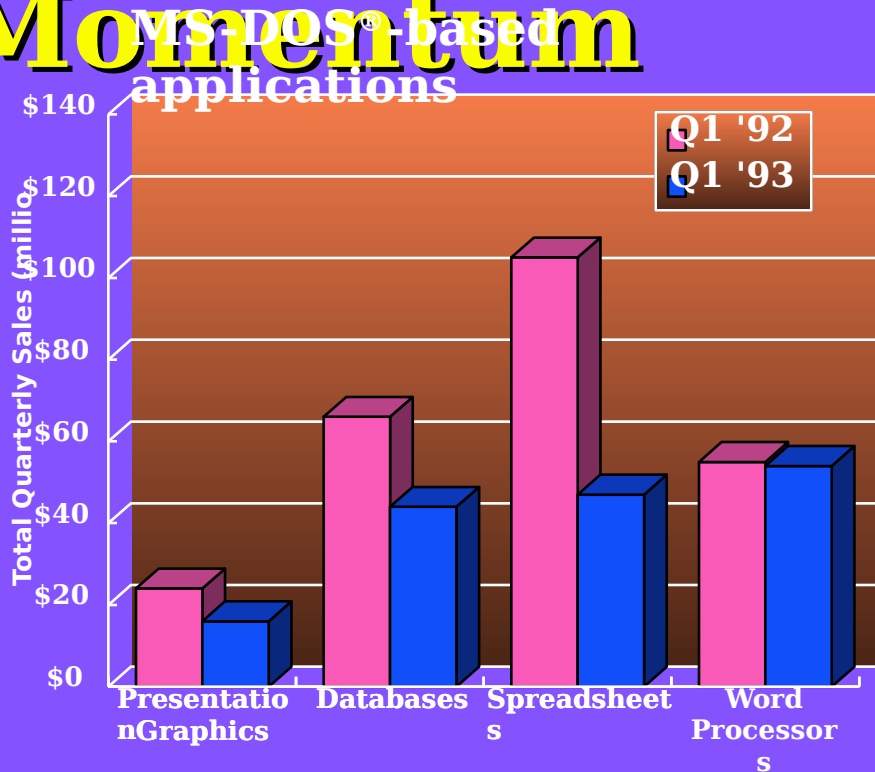
- 25 million Windows-based users, 1 million per month
- 400 PC manufacturers preinstalling Windows
- Windows is preinstalled on 60% of PCs shipped
- 2900 independent software vendor partners shipping 5000 Windows-based programs
- 70,000 Windows NT™ SDKs shipped in U.S.



Maturing Networking Technology



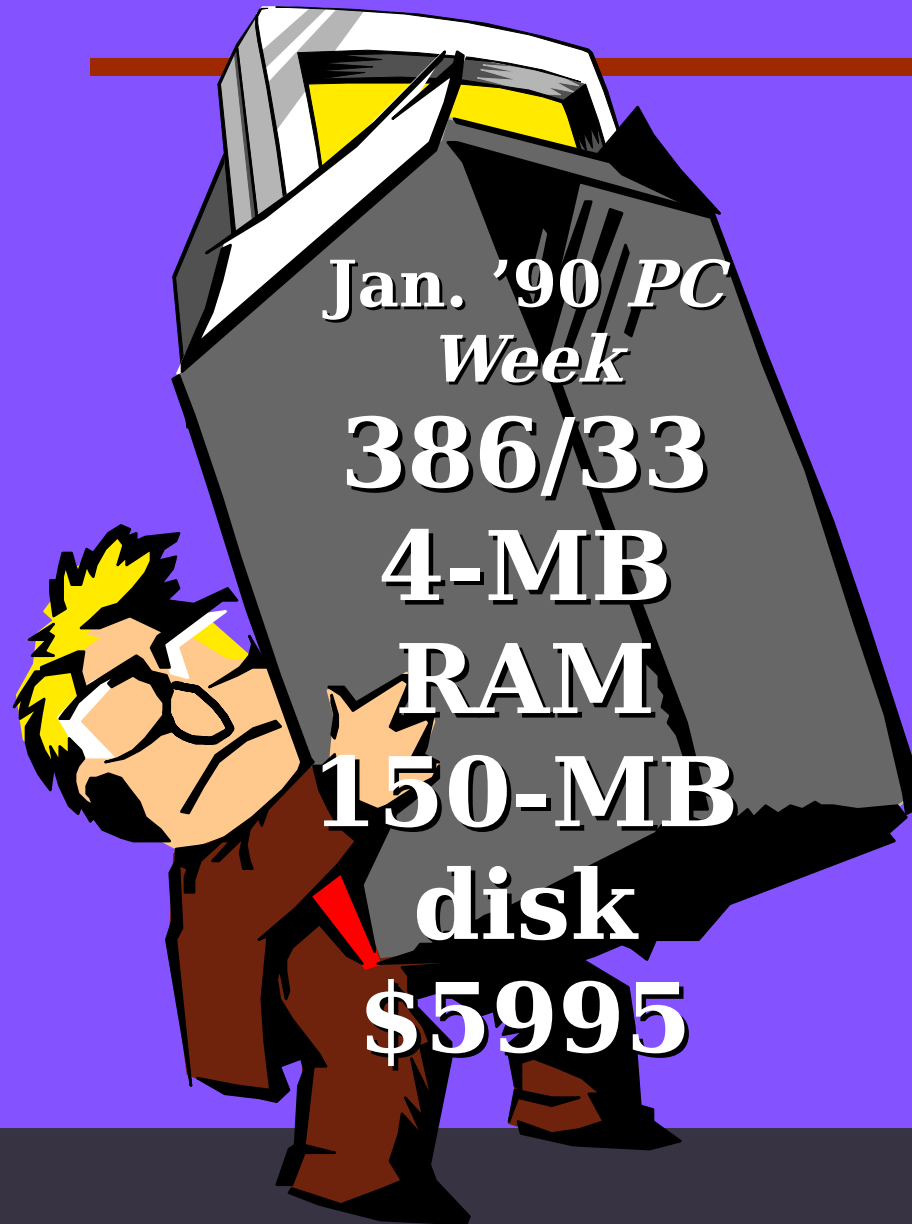
Windows-Based Application Momentum



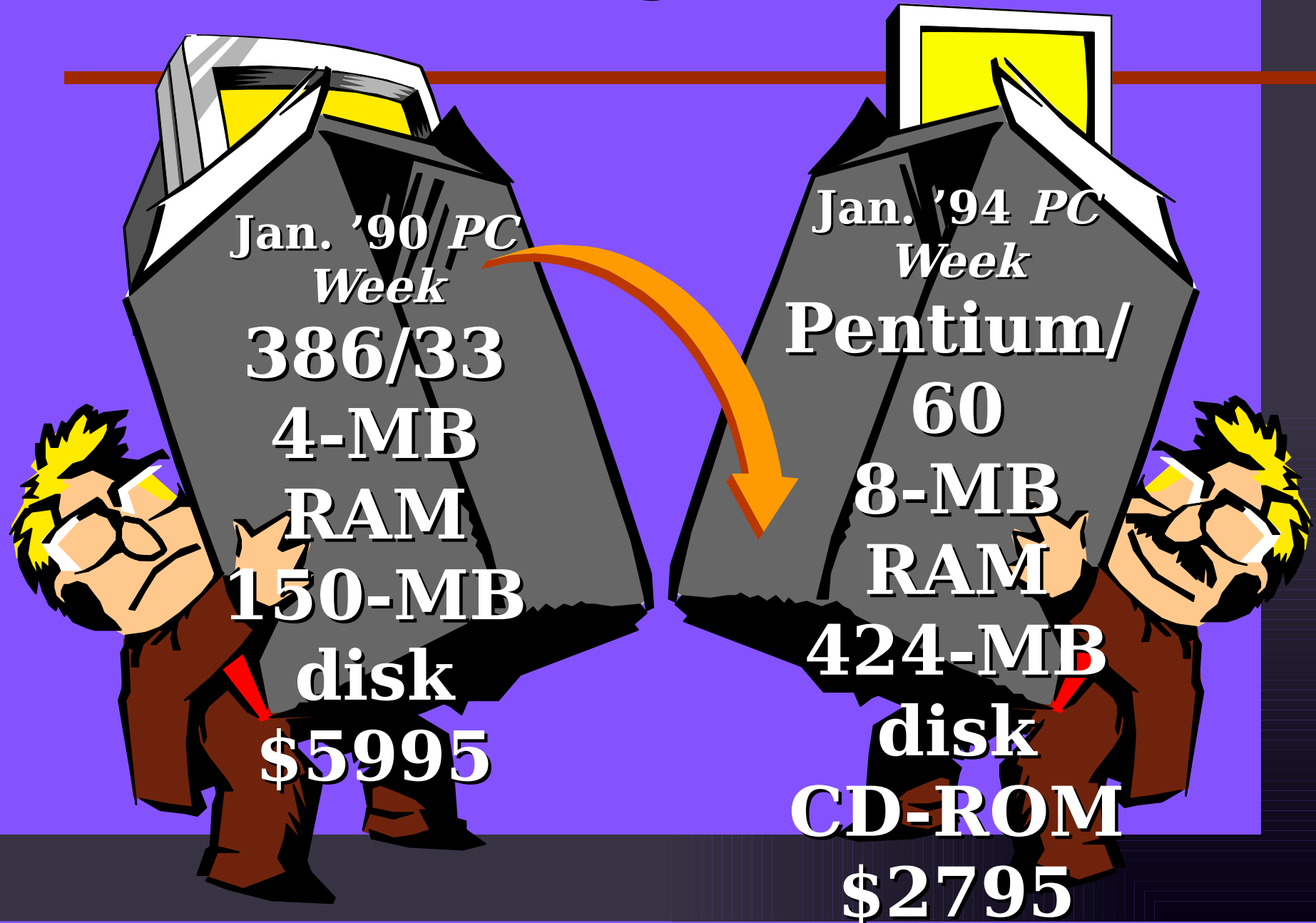
Application	Market Share Q1 - '92	Market Share Q1 - '93
Windows	26%	46%
MS-DOS	51%	35%
Macintosh®	19%	15%
Other	4%	4%

Source: Software Publishers Association

Costs Driving Down



Costs Driving Down



The Message For Technology Suppliers In The '90s Is Different From The '80s

**In The '80s Technology
Itself And How It Worked
Was The Primary Focus**

**In The '90s
Companies
Will Be
Differentiated
Based On How They
Apply
The Technology**

**“Successful development,
deployment and maintenance of
durable client-server applications
require much more than tools.
A solid foundation of sound
architecture, methodology, and
infrastructure are vital
prerequisites to developing the
next generation of applications.”**

Gartner

Group

MSF

**A framework for partnership...
delivering on Microsoft's
commitment to helping the
corporate enterprise migrate to
client-server as the base
technology for business
systems.**

MSF Objectives

- Applications developed by business units
- Client-server architecture
- Portability and interoperability
- Tools will incorporate object-oriented technology
- Architecture, methodology, and infrastructure
- Iterative process model
- Education and training

MSF As A Partnership

- ❑ **Microsoft® Consulting Services**
- ❑ **Microsoft Solutions Providers**
- ❑ **High-end corporate/government clients**
- ❑ **Microsoft Information Technology Group**
- ❑ **Microsoft Products Group**

MSF As A Framework

- **Client-server reference model**
- **Software development discipline**
- **Enterprise planning and coordination**
- **Organizational infrastructure**

MSF As A Product

□ CD-ROM Knowledge Base

- Concepts
- Guides
- Assistants

□ Topic Locator Database

□ Topic Editor

□ *Mentor* Content Browser

Development Tools

Situation today

- 80% of F1000 are evaluating client-server development options they will live with for years, most into the next century
- Cost to hire, train, and support developers for MIS exceeds hardware/software cost by 10 times or more
- Productivity applications becoming viable component sources for solutions
- Open tools environment increases payoff of industry support

Development Tools

Misconceptions

- ❑ Change can be anticipated and planned for
- ❑ Code dies
- ❑ End users will write code
- ❑ Object orientation is the panacea

Development Tools

Realities

- ❑ Unforeseen events will happen, testing your ability to adapt
- ❑ Code written today is your COBOL of tomorrow
- ❑ End users don't want to solve computer problems - they want to solve biz problems
- ❑ Managing complex development projects requires a lot more than object orientation

Development Tools

Implications

- ❑ Industry standards as orphan insurance
- ❑ Maintainability and growth path
- ❑ Scalability of tools from departmental to enterprise-wide
- ❑ Buzzwords and theory don't create solutions; look for pragmatic organizations coupled with a solid component strategy

Development Tools

Priorities

- ❑ **Open component architecture standards**
- ❑ **Well-supported language**
- ❑ **Scalable tools**
- ❑ **Pragmatic framework**

Microsoft Strategy For Meeting Solution Development Needs

- **Component architecture standards**
 - Custom controls
 - OLE 2.0
 - WOSA
- **Well-supported languages**
 - Industry/third-party support
 - Microsoft core tools vision, evolution strategy
- **Scalable tools**
 - Common macro language => pro. edition
 - Future releases
- **Pragmatic framework**
 - Solutions builders
 - Component builders

Visual Basic As A Development Tool To Solve Real Business Problems...

Bankers Trust

Master Corporate Trust Services

Scenario

- ❑ Services pension portfolios for over 100 Fortune 500 customers. Portfolio size ranges from \$100 million to \$12 billion
- ❑ Customers received portfolio data via dumb terminal access on PCs via modem to mainframe
- ❑ Customers were frustrated with rigidity of terminal access
 - Could not download data into spreadsheets or cut and paste into word processors

Bankers Trust

Master Corporate Trust Services

Solution

- **“BT World” - Windows-based online inquiry and reporting tool based on Microsoft Excel accesses DB2 data on Bankers Trust mainframe**
- **Customers use search criteria screen (written in Visual Basic) to download portfolio information in format of their choice**
- **LAN version of system runs Novell NetWare and uses Microsoft SQL Server as back-end relational database**
- **Windows NT-based version planned**

Bankers Trust

Master Corporate Trust Services

Solution

- **Customers can easily produce custom graphs and reports to analyze their portfolios**
- **Bankers Trust can quickly change search criteria screens, customized for each client**
- **“By moving to Visual Basic, we were able to cut screen development time from three weeks to four days.”**

**- Kelsey Biggers, Managing
Director, Corporate Master Trust
Services**